

Attorney's Docket No. 003750-006

Patent MDH
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of

ROBERT S. BLOCK

Application No.: 08/697,542

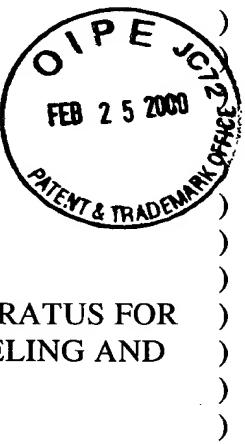
Filed: August 27, 1996

For: METHOD AND APPARATUS FOR
INFORMATION LABELING AND
CONTROL

BOX AF

Group Art Unit: 2602

Examiner: Vivek Srivastava



AMENDMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

In response to the Office Action dated September 28, 1999, please amend the application as follows:

IN THE CLAIMS:

Please cancel claims 1-15, 22 and 43, all without prejudice.

Add the following new claims 45-54.

Subj 11
E/C
--45. In an information access system in which the information has associated therewith an information label which specifies at least one aspect of the content of the information, a method for scheduling advertisements comprising:
determining at least one aspect of the content of the information based upon its associated information label; and